



1. Simone Locat, famous French fashion designer, would never be caught without her color-coordinated cigarette holder. No more frill, it gives her closer taste.



2. No need for a cigarette holder today. You've got Parliament. The recessed filter is tucked back, away from your lips.



3. With Parliament, you taste rich, clean flavor, never the filter. We do it by design.

## Parliament. The recessed filter cigarette.



Now in bright new packs.



Range 11 mg "tar," 1.1 mg nicotine—  
per cigarette, FTC Report Mar '74.

Warning: The Surgeon General Has Determined  
that Cigarette Smoking is Dangerous to Your Health.

